

Brett Sheppard

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Hands-on full-stack marketer at B2B startups scaling profitably from US\$1M to \$1+B at [Datadog](#), [Splunk](#), [ServiceNow](#) and [Tableau](#); prior [Gartner](#) senior analyst and [U.S. Department of Defense](#) data engineer.

Industry domain knowledge and technical expertise in AI, analytics, cybersecurity, DevOps and MarTech.

Profitable growth ramping marketing and inside sales from zero to 100+ staff & US\$1M to \$100M+ budgets.

Experience

MARKETING DUNEDAIN, Vinalhaven, ME and Hanover, NH

2019-present

Head of Product Marketing and Demand Gen

Provided hands-on full-stack marketing for B2B cloud & SaaS firms in multiple market segments & geos.

- Interim head of marketing for Series A cyber security startup: Delivered 3x ARR profitable growth, ramped demand gen, led CxO programs, refined messaging, tested & scaled paid ads in US & EMEA.
- Interim head of marketing for Series B video automation vendor: Led 25 marketing & inside sales with US\$5M budget driving 70% ARR growth while reducing % of marketing & sales to revenue 55% to 40%.
- Contributions include account-based marketing (ABM), community development, content, demand gen, marketing analytics, messaging, press & analyst relations (AR), product launches & sales enablement.

DATADOG, New York, NY

2016-2018

Head of Enterprise Marketing and Strategy

Led B2B marketing & sales enablement that grew SaaS DevSecOps annual recurring revenue (ARR) from under US\$100M to \$300+M; achieved 8k+ customers, 82% YoY revenue growth and IPO (NYSE: DDOG).

- Launched products & refined messaging from infrastructure monitoring to DevSecOps observability.
- Supported sales to acquire 590 US\$100+K & 40 \$1+M ARR accounts; marketing & sales 40% of ARR.
- Sales VP: *"Taking a collaborative approach with sales, Brett fleshed out messaging, lead generation, content and events that moved us much higher and wider in our opportunities and accounts."*

DXCONTINUUM (ACQUIRED BY SERVICENOW), Fremont, CA

2016

VP of Marketing and Inside Sales (transition after ServiceNow acquisition)

As "marketing team of one" for Series A data science / AI startup & Salesforce partner, drove 500% rise in MQLs while halving average sales cycle, driving 3X growth US\$3M to \$10M & acquisition by ServiceNow.

- Co-founder and Chief Product Officer: *"Brett was instrumental in a producing a quantum positive change on our marketing efforts with a well-designed plan to generate demand for our solution."*
- Started digital ads, inside sales team, CxO programs, integrated campaigns, ABM & analyst relations.

SPLUNK, San Francisco, CA

2013-2016

Director of Big Data Product Marketing

Led product go-to-market & CxO expansion from log management to big data, cloud and security SIEM.

- 360-degree reviews: *"key driver for customer traction"*, *"content machine"* & *"deep market knowledge"*.
- Personal and team contribution to 3X/year growth to US\$1+B revenue & 13,000 customer milestones.
- Supported partnerships with cloud (AWS, Google Cloud Platform, Microsoft Azure), security specialists (Cisco, FireEye, Fortinet, Palo Alto Networks) & system integrators (Accenture, Cap Gemini, Deloitte).

TABLEAU, Seattle, WA

2010-2013

Senior Manager, Product Marketing

Led technical product marketing as Tableau grew sales from US\$20M to \$100+M and IPO (NYSE: DATA).

- Launched Tableau Cloud, Mobile & Server. Led "Human Face of Big Data" lead gen campaigns.

ABSOLUTELY INC, San Francisco, CA

2003-2010

Founder and Head of Marketing Services

Grew lead gen & product marketing service provider to US\$M/year serving Fortune 500 & startup clients.

- Supported Symantec CxO programs & cybersecurity, HP data warehousing, and EMC/Greenplum.
- Authored O'Reilly technical content including [Hadoop tutorial](#) & [T-Mobile data architecture case study](#).

NORTEL NETWORKS, Alpharetta, GA and San Francisco, CA 2000-2003

Director of Strategic Marketing and Product Management

Launched and grew Metro Ethernet business US\$0 to \$774M Ciena acquisition despite dot-com downturn.

- Sales and Marketing SVP: "*Brett has a unique ability to research & understand multiple disparate data and to develop strategies, roadmaps and go-to-market initiatives that drive accelerated growth.*"
- Led 8 direct reports and team of 40; ranked in top 15% of director-level peers.

GARTNER, Tokyo, Singapore and Boulder, CO 1995-2000

Senior Analyst

Covered analytics, enterprise systems and information security for US\$4B research & advisory leader.

- Authored research on industry markets, customer needs, technology trends, best practices & vendors.
- Managed junior analysts in multiple countries. Earned top ratings for "client presence" & public speaking.

INVESTOR RELATIONS CORPORATION, Tokyo 1994-1995

Financial Analyst and Managing Editor

Supported 40+% YoY revenue growth; executed 8+ projects/day with zero-errors requirement for 2 years.

- Met tight deadlines, closely supported sales, and promoted to department head with 3 direct reports.

U.S. DEPARTMENT OF DEFENSE, Crystal City, VA and the Pentagon 1988-1991

Data Engineer and Analyst, CASDE / DDL Omni Engineering civilian

- During college reconciled financials for fighter jet sales to NATO allies & Japan. Held security clearance.

MAYNARD ELECTRONICS, Altamonte Springs, FL 1984-1986

Marketing Analyst

- Worked during high school at data storage provider that grew from garage start-up to US\$50M/year and acquisition by Symantec. Managed relational database, prospect inquiries, and marketing campaigns.

Visit marketingdunedain.com personal website for more details on skills and results.

Hands-on, get-it-done approach with growth mindset 30+ references at [Linkedin.com/in/brettsheppard](https://www.linkedin.com/in/brettsheppard)

- *Hits ground running to deliver immediate results* in lean, fast-paced workplaces while building 10x team
- *Intrinsically motivated self-starter*: accountable, high-energy, flexible and confident but with a low ego
- *Deep analytical capability* combined with broad "M-shaped skills" of creative thinking, narrative & visuals
- *Collaborates company-wide* with execs, board, sales, customers, product, engineers, HR & finance
- *Active mentor including for large, diverse & dispersed team*: align people & activity to company vision
- *Global experience*: lived 6 years in Europe & Asia/Pacific & met customer CxOs onsite in 35+ countries

Cost-effective product marketing & lead gen optimized for each growth stage from US\$1M to US\$1+B

- *Demand generation*: SEO, AdWords, email, webinars, ABM, display ads, ad retargeting & social
- *Product marketing*: messaging, emotive selling, personas, written content, videos and case studies
- *Community development*: customer forums, meetups, hackathons, podcasts, webinars, field events, etc.

Education

UNIVERSITY OF PITTSBURGH, Pittsburgh, PA Graduated 1994

Master of Arts, Business

Marketing and finance concentration, Asian Studies certificate & U.S. Department of Education fellowship.

UNIVERSITY OF VIRGINIA, Charlottesville, VA Graduated 1991

Bachelor of Arts with Honors and Phi Beta Kappa, Government and Foreign Affairs

Honors program focused on writing, analytics & presentation skills; program admission of top 7 students.